

# *Navy Health Promotion Program Development Manual*



*Forge the Future  
Fit Today For  
Tomorrow's Challenges*



## **Instructions for Use of Manual:**

You will find a wealth of information in this manual that will assist you in developing an effective Navy command-level Health Promotion Program. You can review the manual from the CD or print a hard copy.

If you prefer to print a copy of the manual, please note that there are three Enclosures (C, D, and E) that are samples of an Annual Health Promotion Program Plan, for three different types of commands (Fleet, Medical Treatment Facility and Reserve). To save on printing and paper, use the following as a guide in printing out only the Enclosure that pertains to your type of command:

Fleet Command: Pages 1 through 47

Medical Treatment Facility: Pages 1 through 27, and then 48 through 68

Reserve Command: Pages 1 through 27, and then 69 through 87

# ***Navy Health Promotion Program Development Manual***



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Fit Today For  
Tomorrow's Challenges***



February 2010

## **FORWARD**

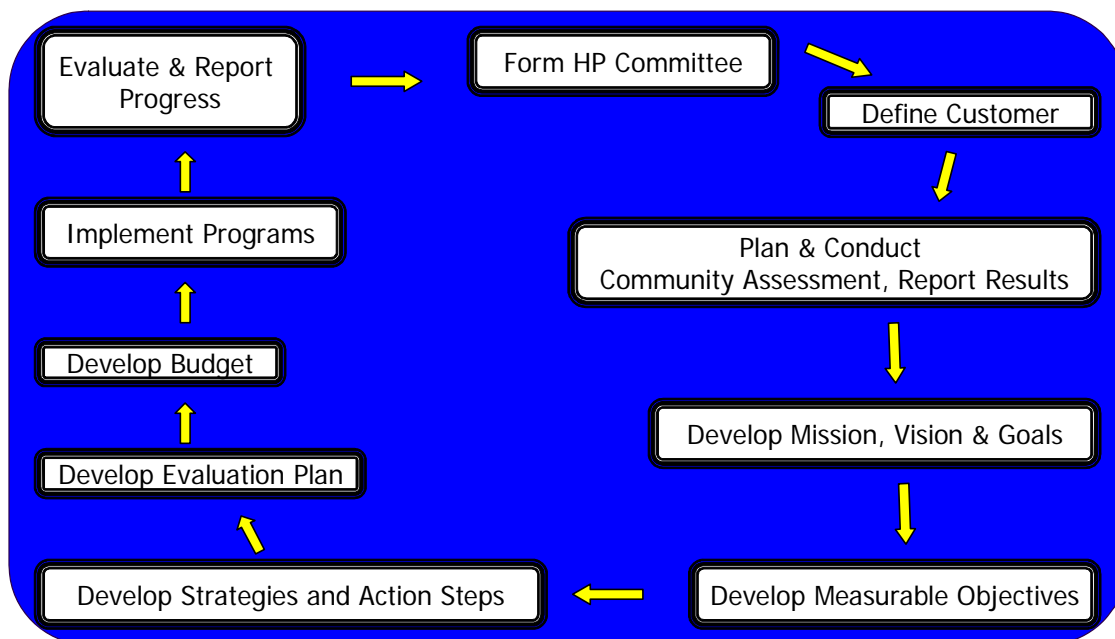
This manual was developed to assist the Navy Health Promotion (HP) Coordinator in developing an effective HP program. It includes information on how to complete the step by step process of planning, implementing, and evaluating an HP program, with templates that can be used in completing each step, especially by those commands that are developing their first HP program annual plan. The information included in this manual should be used in conjunction with additional training provided through attendance at the Navy Health Promotion & Wellness Course ([http://www.nmcphc.med.navy.mil/healthy\\_living/training/healthpromotion\\_directortraining.aspx](http://www.nmcphc.med.navy.mil/healthy_living/training/healthpromotion_directortraining.aspx)) or completion of the Level I online Navy Health Promotion Basics Course available on the NKO and the Level II course available regionally. For instructions on how to access the HP Basics Course, Level I go to:

[http://www.nmcphc.med.navy.mil/healthy\\_living/training/healthpromotion\\_basics\\_course.aspx](http://www.nmcphc.med.navy.mil/healthy_living/training/healthpromotion_basics_course.aspx)

Each Step in the process of planning, implementing, and evaluating an effective HP program is depicted in the diagram below. Support information to successfully complete each step is included in this manual. Additional resources are also available on the NMCPHC HP Starter Kit CD which can be ordered at:

[http://www.nmcphc.med.navy.mil/Healthy\\_Living/Health\\_Promotion/hp\\_products.aspx](http://www.nmcphc.med.navy.mil/Healthy_Living/Health_Promotion/hp_products.aspx)

## **Health Promotion Program Planning Process**





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### **STEP 1: Form Health Promotion Committee**

Forming an HP Committee provides the opportunity to gain support for the HP program from throughout the command, if members of the committee represent various departments, divisions, pay grades (including enlisted, officers, and Department of Defense (DoD) civilians, if applicable), and job rates. Committee members might also represent organizations at the command or in the community that focus on various aspects of HP, such as MWR, the Safety Committee, the CFL, the Chaplain, DAPA, Medical, or the Food Service Officer (FSO). Members of the committee should represent the larger community that is the target of your HP program.

When selecting members of the HP Committee, keep in mind these suggestions for responsibilities of members of the committee:

- Assist program coordinator with planning, implementing, and evaluating HP program activities
- Actively promote HP program activities throughout the command
- Participate in the HP program activities
- Provide feedback from personnel to the HP Committee regarding needs, interests, and satisfaction with HP program activities
- Recommend policy changes that support creating a healthier work environment and promote a healthier lifestyle at the command

Use the space below to think of personnel at your command who you might want to recruit as members of your HP Committee. If your program is to also target family members or other beneficiaries, consider including representatives from these groups on your committee as well.

#### **Potential Health Promotion Committee Members**

NAME:

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REPRESENTING:

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## **Step 2: Conducting a Community Assessment**

Conducting a command or community assessment is the process of gathering information about the individuals at your command who are the target of your HP program efforts. Members of the targeted group for your program might include just military personnel at your command, or it might also include DoD civilian staff, retirees, and family members. Throughout this manual, your target group, however you define it, will be referred to as the “community”.

The information gathered regarding your community will include their demographic breakdown, health risks, health status, family history of certain diseases, health behaviors, interests in health topics and program activities, etc. It will be used to develop program priorities, goals, objectives, and strategies. Throughout this manual, this process will be referred to as the “community assessment”.

Planning and conducting a community assessment is essential, if the program is going to reach everyone in your community, delivering program activities that individuals want and need, and ones that will make a difference in improving and maintaining the health of members of your community. The assessment process is accomplished in three phases. Phase 1 involves identifying who will be included as members of your community, their health issues of concern and their interests. It will also include looking at the environmental factors that either support or hinder your community members in living a healthy lifestyle. Phase 2 is identifying resources that are available in the community to address the health issues and then identifying gaps in what is needed versus what is available. Phase 3 is identifying program priorities that are based upon the results of Phase 1 and 2.

### **Phase 1: Identifying Community, Issues of Concern and Interest**

The first step in Phase 1 is to define the community you are targeting and then to obtain a demographic breakdown (age, gender, rate, rank, etc.) of the group. For some, defining your community may be a very simple step to complete. Often, this decision may be made by the Commanding Officer (CO) or Officer in Charge (OIC), particularly if you are a fleet command. For others, especially those representing a larger command or organization, it may be more difficult. Use your command leadership and members of your HP committee to define who will be included in the targeted community for your HP program.

It is important to use your group demographics to define your smaller subgroups when you are trying to market or target a particular effort at those most at risk or most interested in a particular topic, or when there is too much demand and not enough resources to meet the need.

Use the list below to collect the demographic data on the members of your community. Some of the demographic data can be obtained from the command’s Alpha Roster, the Composite Health Care System (CHCS 2) if you are at a medical command, or in the Standard Automated Medical System (SAMS) database, used by the medical department onboard ships.

The age breakdown ranges are suggestions. If you have a local TRICARE Regional Office or Research Department at your command that have collected demographic data for your area, you

might consider collecting your data using their suggested breakdown ranges for comparison considerations.

Military Members:           Total: \_\_\_\_\_  
  Status: \_\_\_\_\_Officer  
  \_\_\_\_\_Enlisted  
  Gender: \_\_\_\_\_Male  
  \_\_\_\_\_Female  
  Age: \_\_\_\_\_18-24  
  \_\_\_\_\_25-34  
  \_\_\_\_\_35-44  
  \_\_\_\_\_45 and Older

DoD Civilian Staff:           Total: \_\_\_\_\_  
  Gender: \_\_\_\_\_Male  
  \_\_\_\_\_Female  
  Age: \_\_\_\_\_18-24  
  \_\_\_\_\_25-34  
  \_\_\_\_\_35-44  
  \_\_\_\_\_45 and Older

Retirees:                       Total: \_\_\_\_\_  
  Gender: \_\_\_\_\_Male  
  \_\_\_\_\_Female  
  Age: \_\_\_\_\_35-44  
  \_\_\_\_\_45-59  
  \_\_\_\_\_60-64  
  \_\_\_\_\_65 and Older

Others Beneficiaries:       Total: \_\_\_\_\_  
(Family Members)           Gender: \_\_\_\_\_Male  
  \_\_\_\_\_Female  
  Age: \_\_\_\_\_0-12  
  \_\_\_\_\_13-18  
  \_\_\_\_\_19-23  
  \_\_\_\_\_24-34  
  \_\_\_\_\_35-44  
  \_\_\_\_\_45-59  
  \_\_\_\_\_60-64  
  \_\_\_\_\_65 and Older

**TOTAL:**                       \_\_\_\_\_

The community assessment process should include not only the demographic data listed above, but also information indicating the health status and health risks of your community. There are many sources of data that can be looked at to obtain this information, with different sources for each type of data. Use the data sources included in the table below (those that you have access



to) in collecting the information that you might want to look at to determine the needs and interests of your community. Links to several of the data sources are included.

DATA TYPE	SOURCE
Family Health History (chronic disease, such as hypertension, diabetes, heart disease, obesity)	Physical Readiness Physical Assessment Risk Factor Questionnaire (PARFQ)- completed by military members prior to completing Physical Readiness Test (PRT). On Navy Personnel Command (NPC) website at: <a href="http://www.npc.navy.mil/CommandSupport/PhysicalReadiness">http://www.npc.navy.mil/CommandSupport/PhysicalReadiness</a> Health Assessment Review Tool (HART) - Questionnaire to be completed when military members complete the Periodic Health Assessment (PHA). Currently not available online. Physical Readiness PARFQ (identified above)
Health Habits: (such as tobacco use, exercise, eating habits, stress management, safe sexual practices, seat belt use, alcohol and drug use)	Fleet & Marine Corps Health Risk Assessment (HRA) <a href="http://www.nmcphc.med.navy.mil/Healthy_Living/General/healthriskassessment.aspx">http://www.nmcphc.med.navy.mil/Healthy_Living/General/healthriskassessment.aspx</a> HART (identified above)
Health Status: Height/Weight	Physical Readiness Information Management System (PRIMS) Database Accessible by authorized personnel ONLY, such as CFLs CHCS (at MTFs) SAMS (for Fleet commands)
PRT Scores (Pass/Fail, reasons for failure)	PRIMS Database (discussed above)
Diagnosed Disease/Disorders	CHCS (at MTFs)  SAMS (for Fleet commands) Physical Readiness PARFQ HART
Injuries	CHCS (at MTFs) SAMS (for Fleet commands) Physical Readiness PARFQ
Clinical Preventive Services (current?)	CHCS (at MTFs)  SAMS (for Fleet commands)
Command/Community Environment:	
Healthy Food Choices Available	NMCPHC Choose Healthy Options for Wellness (CHOW) Assessment: <a href="http://www.nmcphc.med.navy.mil/Healthy_Living/Nutrition/chow.aspx">http://www.nmcphc.med.navy.mil/Healthy_Living/Nutrition/chow.aspx</a>
Physical Activity Opportunities & Support	NMCPHC Physical Activity Assessment: <a href="http://www.nmcphc.med.navy.mil/Healthy_Living/Physical_Fitness/fitness_program.aspx">http://www.nmcphc.med.navy.mil/Healthy_Living/Physical_Fitness/fitness_program.aspx</a>

In addition to determining the current health status of your entire group, it is also important to find out what types of activities individuals are interested in participating in. For example,

having 25% of the individuals in your community currently using tobacco products may be an important piece of information to have, but if none of them are interested in attending a tobacco cessation program, your attendance will be very low and your program results very disappointing. You may experience a waste of limited resources if you schedule any type of HP program or activity without first determining interest in participation. These are some of the questions you might want to ask your target group before planning any program activities:

- 1) What- topics or health screenings, format (group program, brochures, video, individual counseling, etc.) are they interested in
- 2) When- time of day, day of week, time of year would they want the program or activity to be scheduled
- 3) Where- location to hold event or program (at the command or in the community)

In addition, questions regarding Readiness to Change for various health behaviors can also be included. Readiness to Change is an estimate of how ready an individual is to make health behavior changes. This concept is further defined and discussed in the STEP 5: Develop Strategies & Action Steps section of this manual.

Answers to questions regarding program interests can be gathered using several different methods:

- 1) Online Interest Questionnaire, through NMCPHC website, with a cover or prior letter from the CO or OIC. For access, send E-mail to: [HP-Training@nehc.mar.med.navy.mil](mailto:HP-Training@nehc.mar.med.navy.mil)
- 2) Key Leader Interviews- conducted in person or have key leaders complete a written questionnaire delivered in paper copy or via E-mail to gain leaderships' opinion and perceptions regarding the program
- 3) Focus Groups- can give you an idea of what the target group is thinking, although this requires the assistance of trained staff to conduct the focus group

If you choose to provide a written Interest Questionnaire, the example included below is very inclusive. You will want to keep your questionnaire short, so that it doesn't take too much time to complete. Delete or add questions that are more appropriate for your community. You should not ask questions regarding activities or programs that you do not have the resources to provide or that you have no intention of offering. Also, plan ahead and decide how you will have the responses analyzed so that getting your results from the questionnaire doesn't become a data analysis nightmare! You may be able to work with the IT staff at your command or an HP committee member with computer skills to assist with that task or work with staff at a local MTF, college, or university to get some assistance. You may also have the staff resources at your command or someone on your HP committee with the skills to develop your questionnaire into an EXCEL or ACCESS document for analysis.

You may be able to develop your questionnaire and have it converted into an online survey, using a DoN and command approved survey tool. Find out from your command IT staff if a survey product is available for your use.

***Participant Interest Questionnaire***

***Your help and input is needed in planning our command Health Promotion Program. We want to be sure the program meets the needs and interests of our program participants. Please take a few minutes to complete this questionnaire.***

1) Age: \_\_\_\_\_

2) Gender: \_\_\_\_\_Male \_\_\_\_\_Female

3) Status: Active Duty: \_\_\_\_\_

Rank: \_\_\_\_\_

Reservist: \_\_\_\_\_

Rank: \_\_\_\_\_

GS Employee: \_\_\_\_\_

Contract: \_\_\_\_\_

4) Where do you exercise the most? \_\_\_\_\_Home/neighborhood \_\_\_\_\_Fitness Center \_\_\_\_\_At work \_\_\_\_\_Other \_\_\_\_\_Don't exercise

5) Please indicate the best time for you to participate in Health Promotion/Wellness programs and activities: \_\_\_\_\_Early AM \_\_\_\_\_Mid-AM \_\_\_\_\_Lunch Hour (mid-day) \_\_\_\_\_Late afternoon (1600 or later) \_\_\_\_\_Not at all

6) How long should Health Promotion/Wellness programs and activities last?  
\_\_\_\_\_30 minutes \_\_\_\_\_45 minutes \_\_\_\_\_60 minutes \_\_\_\_\_90 minutes

7) Rank the top three methods (with 1 being the highest) you prefer to use to get most of your Health Promotion/Wellness information:

\_\_\_\_\_Pamphlets, magazines, newsletters and other written materials

\_\_\_\_\_Videos, slide presentations

\_\_\_\_\_Talks by experts

\_\_\_\_\_E-mail

\_\_\_\_\_Bulletin Boards/Kiosks

\_\_\_\_\_Health Screenings/Health Fairs

\_\_\_\_\_Classes and courses

\_\_\_\_\_Participating in contests and incentive programs as an individual

\_\_\_\_\_Participating in contests and incentive programs with a group or team

\_\_\_\_\_Television

\_\_\_\_\_Internet

\_\_\_\_\_GMT

\_\_\_\_\_Friends

\_\_\_\_\_Other (please list) \_\_\_\_\_

8) What Health Promotion/Wellness topics are you most interested in learning more about?  
(rank your top 5, with 1 being the highest)

\_\_\_\_\_Tobacco Cessation

- \_\_\_\_\_ *Weight Management*
- \_\_\_\_\_ *Basic Nutrition for Health*
- \_\_\_\_\_ *Sports Nutrition*
- \_\_\_\_\_ *Nutritional Supplements*
- \_\_\_\_\_ *Healthy Cooking*
- \_\_\_\_\_ *Family Health/Safety*
- \_\_\_\_\_ *Cholesterol Control*
- \_\_\_\_\_ *Hypertension (High Blood Pressure) Control*
- \_\_\_\_\_ *Diabetes Control and Prevention*
- \_\_\_\_\_ *Personal Fitness*
- \_\_\_\_\_ *Stress Management*
- \_\_\_\_\_ *STD and HIV Prevention*
- \_\_\_\_\_ *Prenatal/parenting Skills*
- \_\_\_\_\_ *Back Injury Prevention*
- \_\_\_\_\_ *Sports Injury Prevention*
- \_\_\_\_\_ *Other (please list) \_\_\_\_\_*

9) *If the command decided to offer incentives to promote participation in Health Promotion/Wellness Programs and healthy behaviors, what kind of incentives would prompt you to participate in the programs and adopt healthier behaviors?*

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_

10) *Rank from 1 to 5 (with 1 being Extremely Unlikely and 5 being Extremely Likely) the probability that you would participate in each of the following activities:*

- \_\_\_\_\_ *Weight Training*
- \_\_\_\_\_ *Yoga*
- \_\_\_\_\_ *Massage Therapy (fee based)*
- \_\_\_\_\_ *Walking Program*
- \_\_\_\_\_ *Aerobic Exercise*
- \_\_\_\_\_ *Kick Boxing*
- \_\_\_\_\_ *Step Aerobics*
- \_\_\_\_\_ *Jogging*
- \_\_\_\_\_ *Cycling*
- \_\_\_\_\_ *Body Fat Analysis*
- \_\_\_\_\_ *Stress Management Course*
- \_\_\_\_\_ *Healthy Cooking Class*
- \_\_\_\_\_ *Group Weight Management Program*
- \_\_\_\_\_ *Personal Trainer Sessions*
- \_\_\_\_\_ *Tobacco Cessation Program*
- \_\_\_\_\_ *Basic Nutrition Program*
- \_\_\_\_\_ *Self-directed Computer Counseling*
- \_\_\_\_\_ *Other (please list) \_\_\_\_\_*

### *11) Readiness to Change*

*Using the Answer Key below, determine your answer for each health behavior listed:*

- A) \_\_\_\_\_ *Practice healthy eating habits*
- B) \_\_\_\_\_ *Maintain a good fitness program*
- C) \_\_\_\_\_ *Reduce my stress*
- D) \_\_\_\_\_ *Not smoke or use tobacco*
- E) \_\_\_\_\_ *Lost weight, or maintain a healthy weight*
- F) \_\_\_\_\_ *Reduce high cholesterol*
- G) \_\_\_\_\_ *Reduce or manage my high blood pressure*

### *Answer Key*

- 1- *I haven't really thought about improving this yet*
- 2- *I plan to improve this in the next 3-6 months*
- 3- *I plan to improve this within the next 30 days*
- 4- *I recently started doing this*
- 5- *I have been working on this regularly for more than 6 months*
- 6- *I don't have this problem or this is N/A for me*

*Please return this survey to: \_\_\_\_\_ by \_\_\_\_\_. If you have any questions, please call \_\_\_\_\_ at \_\_\_\_\_.*

*Thank you for your time and effort!*

In addition to getting "Opinion" information from your program participants, you will also need to get feedback from your command or community leaders. One way to do that is to identify your command or community leaders and have them complete a written questionnaire, such as the one included below. This can also be converted to an online tool. Again, you can add or delete those questions that are not appropriate or needed at your command.

### **Command/Community Leaders Questionnaire**

***Your help and input is needed in planning our command Health Promotion Program. We want to be sure the program meets the needs and interests of our command crewmembers and staff (or community members) and the expectations of our chain of command. Please take a few minutes to complete this survey.***

### ***Part One:***

***A. Please check all topics that you believe we should include in our Command Health Promotion Program.***

- \_\_\_\_ *Tobacco Cessation*
- \_\_\_\_ *Alcohol and other Drug Abuse*
- \_\_\_\_ *Stress Management*
- \_\_\_\_ *Suicide Awareness*

- \_\_\_\_ *Physical Fitness*
- \_\_\_\_ *Injury Prevention*
- \_\_\_\_ *Nutrition*
- \_\_\_\_ *Weight Management*

\_\_\_ Sexual Health & Responsibility  
\_\_\_ Other (please list) \_\_\_\_\_

*B. Please check all the types of activities that you would support offering for a Command Health Promotion Program.*

\_\_\_ Videos (shown at work or take home)  
\_\_\_ Classes or courses in Health Promotion topics  
\_\_\_ Health & fitness screenings  
\_\_\_ Presentations by speakers within the command  
\_\_\_ Presentations by speakers from outside the command  
\_\_\_ Contests or incentive programs  
\_\_\_ Other (please list) \_\_\_\_\_

*C. Please check all of the strategies that you would support offering to create a healthy work environment at our command.*

\_\_\_ Time to participate in activities during work hours  
\_\_\_ Command policies that support healthy lifestyles  
\_\_\_ Highlighting command leaders who are healthy role models  
\_\_\_ Making changes in the mess decks menu to provide healthier food choices  
\_\_\_ Making changes in the vending machines and command store (if applicable) to make healthier snack items available.  
\_\_\_ Other (please list) \_\_\_\_\_

*D. Please respond to these statements using the rating scale below.*

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
<i>5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>

\_\_\_ The command should provide a work environment that is supportive of healthy lifestyles among its crewmembers and staff.  
\_\_\_ Crewmembers and staff should be encouraged to participate in health promotion activities.  
\_\_\_ Work schedules should be flexible to allow crewmembers and staff to participate in Health Promotion activities during the workday.  
\_\_\_ Command leaders should be supportive of the Health Promotion Program.  
\_\_\_ The Health Promotion Program should be highly visible within the command.

## **Part Two:**

*For each statement below, please provide your candid opinions or insights.*

- 1) "If these conditions were to exist after one year, I would say the Health Promotion Program was a success:"
- a)
- b)

c)

2) *Please list 3 strengths that exist at this command that will help make our Health Promotion Program successful.*

a)

b)

c)

3) *Please list 3 barriers or challenges that exist at this command that we need to consider when implementing the Health Promotion Program.*

a)

b)

c)

4) *Please make any additional comments that might help us plan and implement the Health Promotion Program.*

*Please return this survey to: \_\_\_\_\_ by \_\_\_\_\_. If you have any questions, please call \_\_\_\_\_ at \_\_\_\_\_.*

*Thank you for your time and effort!*

Remember, the purpose of the questionnaires is to gather information regarding the opinions or perceptions of your program participants and command leaders. It should complement the information you obtain from an HRA, HART, PRT results, etc. to give you a basis for making sound decisions regarding your HP program.

### **Phase 2: Resource Assessment**

The second phase in the community assessment process is to take an inventory of the resources that are already available that address the needs and interests of the members of your community. Completing this phase helps members of the community become aware of resources that are available to them and helps to eliminate duplication of programs and services. Some of the information may be obtained from already existing directories or referral services.

The result of this process can be used to develop a Resource Directory or Manual, available in written format or online. The steps involved in completing this phase and developing a Resource Directory or Manual are:

- 1) Identify resource categories (such as those related to the major areas of health promotion, i.e. Nutrition, Exercise, Stress Management, Tobacco Cessation and Prevention, Sexual Health, etc.).
  - a) Decide what data items need to be collected for each.

- b) Define each data item.
- 2) Determine data storage mode (paper, online, computer database, etc.)
- 3) Develop list of specific resources and their programs and services using the criteria developed in step 1.
  - a) Determine mode to be used to obtain information from resources (i.e. phone interview, E-mail questionnaire, personal interview, or a combination.
  - b) Compile a list of resources under each category by name, address, phone, E-mail, websites, description of programs or services provided.
- 4) Obtain data from sources
  - a) If data is missing, design mechanism to obtain missing information such as phone interview, E-mail questionnaire, personal interview, or a combination.
- 5) Update Inventory
  - a) Select appropriate time intervals for updating data and mode to be used.
  - b) Update inventory as new information becomes available from existing resources.

An example of a Resource Directory from Great Lakes Naval Branch Clinic can be found at:  
[http://www.nmcphc.med.navy.mil/downloads/hp/Great\\_Lakes\\_Resource\\_Manual.pdf](http://www.nmcphc.med.navy.mil/downloads/hp/Great_Lakes_Resource_Manual.pdf)

Two additional resources shared and adapted from the National Naval Medical Center (NMMC), Bethesda (Resource Information Form, and Resource Manual Updates Memo) are enclosed (Enclosures A and B) as examples to assist you in completing this phase of the community assessment process.

### **Phase 3: Reporting Community Assessment Results & Priority Setting**

The summary of results from the community assessment process should be shared with the command leaders (Executive Summary with most interesting findings presented in graph or chart format), the target group of participants (poster or flyer with graph or chart, or short article in command newsletter, POD, or POW) and the HP Committee (full report for planning purposes, with responses presented item by item and sorted by demographic groups).

Using the results of the community assessment, priority areas are identified. Priorities for health promotion programs are usually established based on the criteria of importance and changeability. Importance can be estimated by judging prevalence, immediacy, and necessity. Changeability is assessed by looking at the success that previous programs have had in impacting a particular problem or concern. Changeability can be better assessed by using such evidence-based resources as the Guide to Community Preventive Services, available from the Centers for Disease Control (CDC), which lists various community HP strategies and the degree of effectiveness of each. To view the Community Guide, go to:

<http://www.thecommunityguide.org/index.html>

### **STEP 3: Develop Vision, Mission, and Goals**



Developing the Annual HP Program Plan begins broadly with long-range program Vision, Mission, and Goal Statements, and then narrows down into very specific and measurable program objectives. Involve the members of the HP Committee in developing the program's HP Annual Plan, including the long-range planning. For simplicity, smaller commands or organizations may review and adopt the Vision and Mission Statements of their organization for their HP program.

**Vision Statement-** answers the question of where the committee would like the program to be in 2-3 (or even 5) years. It inspires and provides a clear sense of direction for the program and is usually based on the command or organization's values and principles.

Here are two examples of Vision Statements taken from Navy commands:

- 1) "Optimal health in the populations we serve."
- 2) "To provide the most responsive, efficient, innovative and effective Health Promotion Program in the Department of Defense."

**Mission Statement-** identifies a clear purpose for the HP program, provides a basis for planning and making decisions about the program, and it communicates the goals of the program to command personnel.

Two examples of Mission Statements taken from Navy commands are:

- 1) "To promote healthy lifestyles, enhance readiness, and improve quality of life."
- 2) "Ensure readiness through leadership in prevention of disease and promotion of total health."

Work with the HP Committee to develop a Mission Statement for your HP program, using the following steps:

Step 1: Identify recurring key values or phrases in other Navy HP Program's Mission Statements:

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Step 2: List the key values of the US Navy and/or DoD:

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Step 3: Write the key concepts or values to be included in your HP Program's Mission Statement:

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Step 4: Write the Mission Statement here:

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**Goal Statements-** are broadly defined, general, non-measurable statements about the expectations of the program. Program goals are positive declarative statements of what will be

done to address the priority areas identified during the community assessment process. A few examples are:

- 1) To reduce tobacco use at the command
- 2) To increase the number of crew members who report eating the recommended number of fruits & vegetables
- 3) To improve PRT scores

Once the long-range strategic components of the HP program are established, the planning focus should turn to the short-term annual plan. The timeline for the plan should coincide with the planning process for your command or organization. Most Navy commands use the budget planning timeline or the calendar year which is often also the award process timeline to guide their HP program planning process.

#### **STEP 4: Develop Measurable Objectives**

Program Objectives are specific, measurable steps taken to accomplish a goal. Once the goals for your HP program have been written, several specific measurable objectives need to be written for each goal. Writing measurable objectives is easy if you use the format presented below. By filling in the blanks in this format when writing your objectives, you can be assured your objectives will always be measurable.

By (when), (who) will (what) as evidenced by (how will you know?).

For example: By 30 Sept. 2010 (when), 50% of the crew onboard the USS ALWAYS THERE (who) will complete the HRA (what), as evidenced by the HRA group report (how will you know?).

There are two major types of HP objectives, Process and Outcome.

**Process objectives** state the strategies or methods that must occur for the desired outcomes to be achieved. Examples include:

- number of participants in a health promotion activity
- participant satisfaction with a health promotion activity
- number of participants who complete a health promotion activity
- number of pamphlets distributed
- number of awards or incentive items distributed
- number of healthy vending machine items purchased

Use the format below to develop the process objectives for your HP program:

By \_\_\_\_\_, \_\_\_\_\_ will  
\_\_\_\_\_ as evidenced by  
\_\_\_\_\_.

**Outcome objectives** state the expected changes in the crew or staff's health knowledge, attitudes, behaviors or health status or the change in the command or community's status or culture that will result from implementing a health promotion program. Examples include:

For command personnel:

- increased knowledge of nutrition principles for weight management
- increased number of individuals who know their blood pressure or cholesterol levels
- increased number of command personnel who do not use tobacco
- increased number of command personnel that are at ideal body weight
- increased number of command personnel who exercise at least 3 times per week

For the Command or community status or culture:

- decreased absenteeism
- improved morale
- decreased turnover or ADMIN SEPS
- increased pass rate on the PRT

Use the baseline data gathered during your community assessment process and the format below to develop the outcome objectives for your HP program:

By \_\_\_\_\_, \_\_\_\_\_ will  
\_\_\_\_\_ as evidenced by  
\_\_\_\_\_.

### **STEP 5: Develop Strategies & Action Steps**

Strategies are the program activities that will be implemented to accomplish the objectives for the program. They are “How” statements. Strategies should be planned for each priority area on each of the three programming levels to reach individuals in the various stages of behavior change.

The following is a brief description of individuals in each stage of change:

**Pre-contemplation:** Has no intention of changing behavior, unaware of or under-aware of a problem although problem often recognized by family and friends

**Contemplation:** Aware a problem exists, seriously thinking about changing, but no commitment to take action, weighing the pros and cons

**Preparation:** Intending to take action in the next month, may modify or reduce an unhealthy behavior, pros  $\geq$  cons

**Action:** Has modified a behavior to overcome a problem, from 1 day to 6 months, requires considerable commitment of time and energy

**Maintenance:** Changed behavior for 6 months or more, continuation of the change process, working to avoid relapse

**Relapse:** returning to previous behaviors, can occur at any time, does not indicate failure but an opportunity to learn

The programming levels include:

**Awareness:** targeted toward individuals in the Pre-contemplation, and Contemplation Stages of Change. Activities include such things as newsletters, posters, providing brochures and pamphlets

**Education/Motivation:** targeted toward individuals in the Contemplation, Preparation, and Action Stages of Change. Activities include single-session seminars, screenings, HRAs, GMTs, challenges, displays, videos

**Intervention:** targeted toward individuals in the Action and Maintenance Stages of Change. Activities include multi-session courses, individual counseling, and on-going, weekly activities, such as the Fitness Enhancement Program (FEP), ShipShape, multi-session Tobacco Cessation or Stress Management classes.

In addition to considering the needs and interests of your target group and the levels of programming, you can also plan an Annual Calendar for your HP Program activities, planned around the National Health Observances Calendar. Health observances are days, weeks, or months devoted to promoting particular health topics.

The National Health Observances Calendar lists selected health observances each year in three ways: the calendar shows days and weeks, and both the text listings and the “At a Glance” sheet show monthly health observances as well. Materials available from sponsoring organizations range from a single flyer to packets of promotional materials.

Navy and Marine Corps commands can use the information and resource materials made available through the sponsoring organizations for the various health observances to greatly enhance their local HP Programs. This information is in the public domain, and duplication is encouraged. When using information obtained from the National Health Observances website, please provide an appropriate credit line in any reproduction of this information, whether print or electronic: “Source: 202010 National Health Observances, National Health Information Center, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, Washington, DC.”

The complete list of National Health Observances can be found at:

<http://www.healthfinder.gov/nho/default.aspx>

NMCPHC has developed a Health Promotion Toolbox for individuals who have been assigned as the HP Coordinator as a collateral duty at a command or organization with military personnel and DoN civilian staff. The HP Toolbox provides monthly themes that coincide with the National Health Observances, but each selected monthly topic focuses on one of the priority areas for Navy and Marine Corps Health Promotion. It includes accessible, easy-to-use support materials for each monthly topic, including POD notes, posters, PowerPoint presentations, and links to national organizations sponsoring or supporting the monthly topic. View the HP toolbox at: [http://www.nmcphc.med.navy.mil/Healthy\\_Living/Resources\\_Products/HP\\_Toolbox/hp\\_toolbox.aspx](http://www.nmcphc.med.navy.mil/Healthy_Living/Resources_Products/HP_Toolbox/hp_toolbox.aspx)

Once program strategies have been selected, **Action Steps** need to be outlined. Action Steps are the smaller units of activities that are taken when implementing a strategy to accomplish a specific objective. A timeline for accomplishing each Action Step and who will take responsibility for it will also need to be determined.

Examples of Strategies are: Implementation of the Crews into Shape Challenge ([http://www.nmcphc.med.navy.mil/Healthy\\_Living/Resources\\_Products/Crews\\_Into\\_Shape/crews\\_info.aspx](http://www.nmcphc.med.navy.mil/Healthy_Living/Resources_Products/Crews_Into_Shape/crews_info.aspx)), offering a SHARP video at a GMT, or conducting a 5K run.

Examples of Action Steps for offering a SHARP video at a GMT might be:

- Contacting NMCPHC SHARP staff to determine if video is available
- Ordering SHARP video
- Scheduling a room to conduct GMT
- Putting notice in command POD one week prior
- Requesting SHARP instructor present video at GMT
- Conduct GMT

One way to organize the work involved in listing and assigning the Action Steps for implementing a particular program strategy would be to use the table below. Some military personnel may recognize this outline as being very similar to a “Plan of Action & Milestones” or POA & M, which is a planning tool that serves the same purpose. One sheet could be filled out each time a new strategy is planned and implemented for an HP program. Taking the time to complete this table can ensure that no important steps in the planning of a strategy are overlooked. This template can be expanded and used for developing your HP Program Strategies and Action Steps- Implementation Plan.

### Strategies and Action Steps- Implementation Plan

<b>Priority Area:</b>				
<b>Program Goal:</b>				
<b>Measurable (Process or Outcome) Objective:</b>				
<b>Strategy:</b>				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>

### **STEP 6: Develop Evaluation Plan**

How will Navy commands implementing an HP program know if they have been successful in reaching their program objectives? By developing measurable objectives, it becomes relatively easy to evaluate, at the end of the event or program year, whether or not the program objectives were met. A Program Evaluation Plan needs to be developed as a part of the initial program planning process. Developing the evaluation plan means outlining who will measure what, how the data (or information) will be collected and reported, and how the results will be used to improve the program for future years. All program objectives (Outcome **and** Process) should be written in measurable terms, evaluated and included in the Program Evaluation Plan. Again, an easy way to organize the evaluation for each objective is by listing each in the table below and outlining the details of the evaluation process for each. This template can be expanded and used for developing your own HP Program Evaluation Plan.

### **HP Program Evaluation Plan**

<b>PROGRAM GOAL:</b>	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>
Objective #1						
Objective #2						
Objective # XXX, etc.						

### **STEP 7: Develop Marketing Plan**

Use the results of the Community Assessment to identify certain groups within the command that may be interested in or have a need for a particular topic or program. Also by using the responses from the “Interest Questionnaire” you will be able to identify the best marketing methods to use in targeting your marketing efforts to each subgroup.

When developing your marketing plan, remember to:

- 1) Use various methods to reach each group
- 2) Communicate a positive message to build a positive image for your program
- 3) Offer marketing messages that target individuals in various stages of change
- 4) For universal recognition, use the Forge the Future logo on all marketing materials, in addition to your own command or program logo. The Forge the Future logo is included on the cover of this manual and can be obtained from the NMCPHC HP Starter Kit CD.
- 5) Recognize your program champions, participants, and volunteers publicly in your marketing materials
- 6) Pre-test your marketing materials and messages by having a few members of the target group proof them for understandability, acceptability, readability, etc.
- 7) Develop a timeline for the release of your marketing messages
- 8) Use key personnel at your command to dispense your marketing materials and messages, including members of your HP Committee

- 9) If you have a Public Affairs Officer (PAO) at your command, use their expertise in developing and implementing your marketing plan
- 10) Evaluate your marketing efforts to determine if you reached your target audience by keeping participation numbers, survey participants for satisfaction, asking “How did you find out about this program or event?”
- 11) Include marketing expenses in your budget request, if needed (incentives for participation, posters, printing, marquee rental, videos, etc.)
  - a) Guidelines for offering incentives:  
 Everyone who participates should receive something  
 Do not offer incentives for “best” or “most”  
 Be aware that it is possible to reward the “wrong” behavior, such as individual using unsafe methods of weight loss to win weight loss contest

### **STEP 8: Develop Budget and Resource List**

Developing a Budget and Resource List for an HP program means looking at all resources needed to implement a particular strategy, determining which resources are already available, especially those that are available at no cost to the command, and then submitting a request to the command for whatever is left on the list that will require funding. There is a tremendous amount of FREE HP resources available from Navy, DoD and public sources. Visit the NMCPHC Healthy Living website at: [http://www.nmcphc.med.navy.mil/Healthy\\_Living/](http://www.nmcphc.med.navy.mil/Healthy_Living/) to find quality, downloadable resources to use for your HP program, such as posters, brochures, PowerPoint presentations, POD notes, etc. In addition, you will find links to other government website with downloadable resources. In addition to the NMCPHC HP website, you will find other helpful resources at the following government website. Most are also great resources to refer your staff members to for individual support.

1) Navy Knowledge Online (NKO) - Requires log-in and password, accessible only to military. Health & Wellness page for the individual Sailor, DAPAs, CFLs and HP Coordinators. Access to Virtual Health Coach (online behavior change program developed for military population) <https://wwwa.nko.navy.mil/portal/home/>

2) Naval Personnel Command (NPC) -  
 Support for CFLs at: <http://www.npc.navy.mil/commandsupport/physicalreadiness>

Support for DAPAs at: <http://www.npc.navy.mil/CommandSupport/NADAP>

3) Military One Source - Requires log-in and password, accessible only to military. Available to support military members and their families in dealing with the everyday challenges of military life at: [www.militaryonesource.com](http://www.militaryonesource.com)

4) TRICARE - Health Choices for Life for all DoD TRICARE eligible beneficiaries at: [www.tricare.osd.mil](http://www.tricare.osd.mil)

Regional TRICARE contractor may also have a website for enrollees in their region.

5) Office of Personnel Management (OPM) - Healthier Feds Campaign for federal employees at:

<http://www.opm.gov/healthierfeds/>

6) USMC Semper Fit Program- Lesson plans, Semper Fit Instructions, Links, Monthly Health Events Calendar at: <http://www.usmc-mccs.org/fitnessrec/>

7) US Army Center for Health Promotion and Preventive Medicine (USACHPPM) - Downloadable Presentations, Posters, Brochures, Training Opportunities, can be found at: <http://chppm-www.apgea.army.mil/Resources/#HPW>

8) Veterans Health Administration- Healthier US Veterans Program, targeted toward veterans, exercise and weight management campaign, newsletter, downloadable relaxation recordings. Available at: <http://www.healthierusveterans.va.gov>

When developing the budget for the command HP program, keep in mind the three programming levels introduced in Step 6 to divide budget funds up. Expenses are very low per person for items purchased to support activities in the Awareness programming level and can be very high per person for items purchased to support activities on the Intervention level.

If you are located at a Navy Medical Treatment Facility (MTF) and are submitting a program budget request, you may be asked to submit your budget using the following categories of costs:

Civilian Pay:

Consumable supplies: (office supplies, program materials, administrative costs, support items)

Equipment: (new purchases, equipment maintenance contracts, computer purchases)

Travel: (mission essential to provide training, professional development)

Printing/reproduction:

Purchased Services: (such as speaker or instructor fees to provide training, room rental fees, etc.)

Other:

Evidence-based research has shown the effectiveness of providing incentives to support the mission of HP programs by increasing knowledge and program participation and encouraging healthy behavior change. However, if appropriated funds are being requested to purchase such items, the items need to be requested as “program materials” and the items need to be linked to the goal of the particular HP program they will be utilized for, stating the purpose to be: providing information, increasing participation or encouraging healthy behavior change in support of the Navy Health Promotion Program Mission.

Use the example provided below to develop your command HP Program Annual Resource List and Budget.

### **Health Promotion Program Annual Resource List and Budget**

Total Number of Personnel: 250

For the time period: 1 January 2010 to 31 December 2010

<b>Resources Needed</b>
-------------------------



<b>Program area:</b>	<b>Strategies Per Programming Level:</b>	<b>Resources Needed:</b>	<b>Source:</b>	<b>Funds Needed, if any per item:</b>	<b>Total Funds needed:</b>
<b>Nutrition</b>	<b>Awareness:</b> Provide written materials in program display rack in central area, POD Notes	Brochures and one-page handouts, Personnel time, Paper and printing	Brochures & handouts- Websites: NMCPHC CDC, USDA, FDA, USACHPPM POD Notes- HP Toolbox	N/A	N/A
	<b>Education/Motivation:</b> Lunch 'n Learn Seminar on Basic Nutrition	Nutrition SME	Local MTF HP or Nutrition Dept.	N/A	N/A
	Lunch 'n Learn Seminar on Fat & Cholesterol	Nutrition SME, Fat Tube Models (\$45.00)	Local MTF HP or Nutrition Dept. Commercial Company	N/A \$45.00	\$45.00
	<b>Intervention:</b> Four (4) week Fruits & Veggies-More Matters Challenge-	Materials to run challenge, Additional fruit & vegetables available at command	CDC's Fruit & Veggies More Matters Website, Ship's galley, ship's store	N/A (additional fresh fruit will be sold in ship's store throughout the month)	N/A
	Four (4) week Crews into Shape Challenge	Materials to run challenge	NMCPHC website	N/A	N/A
<b>Exercise</b>	<b>Awareness:</b> Run awareness campaign throughout the year	Posters, brochures, handouts, POD Notes	Posters-MWR, NMCPHC Brochures & handouts- Websites: NMCPHC, NPC POD Notes- HP Toolbox	N/A	N/A
	<b>Education/Motivation-</b> Lunch 'n Learn on Exercise	Exercise SME	Command (Command Fitness Leader)	N/A	N/A

	<b>Intervention:</b> Four (4) week Crews into Shape Challenge	Materials to run challenge	NMCPHC website	N/A	N/A
	Command Fitness Enhancement Program (FEP)	Command support, SME to coordinate & lead sessions	Command (Leadership and Command Fitness Leader)	N/A	N/A
					<b>Total Funds Needed: \$45.00</b>

### **STEP 9: Implement Program**

Implementing HP program activities can be very rewarding, if all steps have been followed to ensure program success. When implementing program activities, involve members of the HP Committee.

### **STEP 10: Evaluate & Report Progress**

If the Program Evaluation Plan has been developed to ensure that all program objectives are included, summarizing the program evaluation and reporting on results should not be a labor-intensive process. The program report should include a summary of the single or program activities for the year, purpose for the evaluation, how the evaluation was conducted, the results or conclusions of the evaluation (did the command reach the objectives?), and any recommendations for future program changes.

Enclosures C through E are samples of Health Promotion Program Annual Plans: Enclosure C (Fleet Command), Enclosure D (Medical Treatment Facility), and Enclosure E (Reserve Command). Review the sample that pertains to your type of command to get a better idea of how each of the steps involved in program development are related to each other in sequential order.

Enclosure A: Command/Community Resource Information Form  
Adopted from National Naval Medical Center, Bethesda

**Health Promotion Resource Manual**

**Command/Community Resource Information Form**

Title, mailing address of command or community resource offering program, service, class or support group: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of the Program, Service, Class or Support Group:

\_\_\_\_\_

Type of Resource:

- ☐ Program  
☐ Service  
☐ Class  
☐ Support Group  
☐ Other (specify) \_\_\_\_\_

Who is eligible? (check all that apply):

- ☐ Military Members  
☐ Reservists  
☐ Civilians  
☐ Retirees  
☐ Family Members

Is a consult or a referral required to participate? ☐ Yes ☐ No

Contact name (if applicable): \_\_\_\_\_

E-mail of contact: \_\_\_\_\_

Is pre-registration required? ☐ Yes ☐ No

If yes, phone number to call or website address to register: \_\_\_\_\_

Is this a web-based resource? ☐ Yes ☐ No

If yes, website to access: \_\_\_\_\_

If no, meeting location, address, times and days (expand if needed):

Building Location	Address	Day	Time


Website for further information: \_\_\_\_\_

Please provide a brief description of resource (1-2 sentences):

Here is an example of how we will publish your information.

**Program Category:** Weight Management

**Program Title:** Healthy Weight Program

**Example Description:** The Weight Management Program is a weight loss program incorporating a low-fat diet with behavior modification training. The program is open to military and civilians and a consult is necessary. The class is taught the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month from 1000-1200 hours. Pre-registration is required. Please contact Bill Smith at 301-XXX-XXXX to register.

Enclosure B: Health Promotion Resource Manual Update Form  
Adopted from National Naval Medical Center, Bethesda

06 February 2010

MEMORANDUM

From: Public Health Educator, Health Promotion Department  
To: Department Head, Physical Therapy  
Subj: HEALTH PROMOTION RESOURCE MANUAL UPDATE  
Encl: 2005-07 Health Promotion Resource Manual  
Command/Community Resource Information Form

1. The Health Promotion Department is in the process of updating the command Health Promotion Resource Manual. The manual is a comprehensive listing of hospital services, classes and support groups for our staff, patients and local community.
2. The Community Health Services Leadership Team has approved this process.
3. Please refer to the enclosed manual and the pages that have been marked. We are asking that you review the pages marked and submit updates by writing directly in the manual. If you have new programs that are not listed in the manual, please fill out the enclosed Command/Community Resource Information Form and submit it with any correction you have made in the manual.
4. Please return your updates and information on new programs no later than **10 July 2010** to (name), Health Promotion Department (Building X) or FAX to (XXX) XXX-XXXX.
5. The Health Promotion Resource Manual serves as a valuable resource for all of our patients. We hope that you will support the Health Promotion Department in this effort.
6. If you have any questions, please call (name) at (XXX) XXX-XXXX.

(NAME)

Enclosure C: Sample Annual Health Promotion Program Plan (Fleet Command)

USS Always There  
Annual Health Promotion Program Plan  
1 January 2010-31 December 2010

**Vision Statement:** “We will lead the way in Navy Readiness.”

**Mission Statement:** “Ensure readiness through leadership in prevention of disease and promotion of health.”

**Community Assessment Process:** A community assessment was conducted from September through December, 2010. Some of the data that was collected and analyzed included a demographic breakdown of the entire crew, completion of the Fleet & Marine Corps HRA to determine health behaviors, CHOW and Physical Activity Environmental Assessments, and an online Interest Questionnaire was completed using a command approved survey tool. In addition, DUI/DWI incidence rates, injury rates, and PRT pass/fail rates were collected for all crew members at the command.

**Program Priority Areas:** As a result of the community assessment process, the priority areas selected for the command HP program for Calendar Year 2010 are nutrition (healthy eating) and exercise. Based upon the last two PRT cycles, many of the crew members are overweight and/or obese, (BFA failure rates of 8 and 9% respectively). Further, responses on the Interest Questionnaire indicated a high interest level in nutrition and exercise.

**Goal Statements and Measurable Objectives:**

Goal #1: To improve the eating habits of the crew.

Process Objective #1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.

Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

Outcome Objective #1: By 31 December, 2010, at least 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by crew responses on the HRA.

Outcome Objective #2: By 31 December, 2010, *no more than* 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by crew responses on the HRA.

Goal #2: To improve the exercise habits of the crew.

Process Objective#1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.

Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

Outcome Objective #1: By 31 December, 2010, at least 60% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by crew responses on the HRA.

Outcome Objective #2: By 31 December, 2010, at least 40% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by crew responses on the HRA.

Outcome Objective #3: By the Fall, 2010, at least 95% of the crew members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.

## Health Promotion Program Annual Calendar

Priority Area:	Awareness	Education/Motivation	Intervention
<b>Nutrition</b>	January through December 2010- Provide brochures and handouts throughout year for crew	March 2010- Lunch 'n Learn Seminar on Basic Nutrition	March 2010- Crews into Shape Challenge
		November 2010- Lunch 'n Learn Seminar on Fat & Cholesterol	September 2010- Fruits & Veggies-More Matters Challenge
<b>Exercise</b>	January through December 2010- Awareness Campaign	May 2010- Lunch 'n Learn Seminar on Exercise	March 2010- Crews into Shape Challenge
			January through December 2010- Command will encourage Dept. Heads to give all crew the opportunity to exercise during work day 3/week

## Health Promotion Program Strategies and Action Steps

<b>Priority Area #1: Nutrition</b>
<b>Program Goal:</b> To improve the eating habits of the crew.
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Basic Nutrition during March, National Nutrition Month



<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve space (galley), AV equipment, etc</b>	<b>December, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	
<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book space and AV equipment</b>	<b>December, 2010</b>	<b>Nutrition SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among crew</b>	<b>January, February &amp; early March, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Crew members</b>	
<b>Confirm speaker, space, AV, and other items needed</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to crew</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>Crew E-mail, posters</b>	

<b>Conduct event</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, space, A V equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Process evaluation tool</b>	
<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy:</b> Promote participation of staff in Crews into Shape Challenge				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to NMCPHC website, get Crews dates for 2010, read info regarding team leaders and participants</b>	<b>November 2010</b>	<b>HP Coordinator</b>	<b>NMCPHC website</b>	

<b>Promote Crews participation, recruit for team leaders</b>	<b>January &amp; February 2010</b>	<b>HP Coordinator</b>	<b>HP Coordinator and committee members, NMCPHC website, posters</b>	
<b>Plan Crews Kick-off event at command, identifying event, place, date &amp; time</b>	<b>January 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Place</b>	
<b>Conduct Kick-off event</b>	<b>March 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Items for event, incentives for participation</b>	
<b>Promote Crews during month, providing support throughout month</b>	<b>March 2010</b>	<b>Crews Team Leaders</b>		
<b>Gain feedback from participants via feedback from HP Committee members, get team rosters from NMCPHC Crews Coordinator</b>	<b>Early April 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders, Crews Team Rosters completing event</b>	

<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by crew responses on the HRA.				
<b>Strategy #1:</b> Promote participation of crew in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Conduct a Fruits & Veggies-More Matters Challenge During September, National Fruits & Veggies-More Matters Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to CDC and Produce for Better Health websites, download info for 2010 Fruits &amp; Veggies-More Matters Month</b>	<b>1 June, 2010</b>	<b>HP Coordinator</b>	<b>CDC and Produce for Better Health websites, printer</b>	
<b>Promote Fruits &amp; Veggies-More Matters Program &amp; Challenge; have participants sign up to participate</b>	<b>Mid-August through week prior to event</b>	<b>HP Committee Members</b>	<b>Challenge tracking forms, POW, flyers, posters, Fruits &amp; Veggies-More Matters materials</b>	
<b>Conduct Fruits &amp; Veggies-More Matters Challenge, providing support activities during the challenge week</b>	<b>Week of Challenge, September 2010</b>	<b>HP Coordinator</b>	<b>Challenge tracking forms, handouts on fitting fruits &amp; vegetables into diet</b>	

Gain feedback from participants and Committee members regarding Challenge event	Late September	Challenge participants, HP Committee Members, HP Coordinator	Written feedback forms, verbal comments from participants	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, <i>no more than</i> 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by crew responses on the HRA.				
<b>Strategy #1:</b> Conduct awareness campaign during November, National Cholesterol Awareness Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
Go to NMCPHC HP Toolbox for materials	1 August, 2010	HP Coordinator	NMCPHC HP Toolbox website	
Go to NHLBI and AHA websites for information on National Cholesterol Awareness Month and fat in the diet	1 August, 2010	HP Coordinator	NHLBI and American Heart Assoc. websites	
Download posters, flyers and handouts on topic of fat and cholesterol and post around command and in POW	1 November, 2010	HP Committee Members, HP Coordinator	Printer, command PAO & POW	
<b>Strategy #2:</b> Provide a Lunch 'n Learn Seminar on Cholesterol and Fat in the Diet during November, National Cholesterol Awareness Month				

<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve space, AV equipment, etc</b>	<b>September, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	
<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book space and AV equipment</b>	<b>September, 2010</b>	<b>Nutrition SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among crew</b>	<b>October &amp; early November, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Crew members</b>	
<b>Confirm speaker, space, AV, and other items needed</b>	<b>Mid-October</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to crew</b>	<b>Early November</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	

<b>Conduct event</b>	<b>Mid-November</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, space, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-November</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Process evaluation tool</b>	
<b>Priority Area #2: Exercise</b>				
<b>Program Goal:</b> To improve the exercise habits of the crew.				
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.				
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve space, AV equipment, etc</b>	<b>February, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	

<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book space and AV</b>	<b>February, 2010</b>	<b>Exercise SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among crew</b>	<b>March, April &amp; early May, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Crew members</b>	
<b>Confirm speaker, space, AV, and other items needed</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to crew</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>Crew E-mail, posters</b>	
<b>Conduct event</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, room, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Written process evaluation tool</b>	



<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy #1:</b> Promote participation of crew members in Crews into Shape Challenge (see above)				
<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 60% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by crew responses on the HRA.				
<b>Strategy #1:</b> Promote participation of crew in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				
<b>Strategy #3:</b> Encourage Dept. Heads to give all crew the opportunity to exercise during work day 3/week.				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
Ensure Command HP Instruction follows guidelines from OPNAV instruction regarding exercise opportunities 3/week during work day.	1 October 2010	HP Coordinator	NAVPERS website, current OPNAV Instruction	
Brief chain of command regarding regulation and encourage leadership to support Instruction	30 January 2010	HP Coordinator	BOD meeting	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, at least 40% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by crew responses on the HRA.				

<b>Strategy #1:</b> Provide a Lunch ‘n Learn Seminar on Exercise during May, National Physical Activity Month (see above)
<b>Strategy #2:</b> Encourage Dept. Heads to give all crew the opportunity to exercise during work day 3/week (see above)
<b>Measurable Objective:</b> Outcome Objective #3: By the Fall, 2010, at least 95% of the crew members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.
<b>Strategy #1:</b> Provide a Lunch ‘n Learn Seminar on Exercise during May, National Physical Activity Month (see above)
<b>Strategy #2:</b> Provide Command HP Instruction that allows all staff (military and civilian) to participate in physical activity three times per week (see above)

## Health Promotion Program Evaluation Plan

<b>PROGRAM GOAL: Goal #1: To improve the eating habits of the crew</b>	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>
Process Objective #1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.	Seminar Sign- in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine participation rates	
Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	

Outcome Objective #1: By 31 December, 2010, at least 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by crew responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase fruit & vegetable consumption	
Outcome Objective #2: By 31 December, 2010, <i>no more than</i> 30% of the crew completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by crew responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to decrease fat consumption in diet	
<b>PROGRAM GOAL:</b> <b>Goal #2:</b> To improve the exercise habits of the crew	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>

Process Objective #1: By 31 December, 2010, at least 50% of the crew will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.	Seminar Sign-in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine HP program participation rates	
Process Objective #2: By 30 March, 2010, at least 25% of the crew will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	
Outcome Objective #1: By 31 December, 2010, at least 60% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by crew responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase non-stop vigorous aerobic activity	

Outcome Objective #2: By 31 December, 2010, at least 40% of the crew completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by crew responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase strength training	
Outcome Objective #3: By the Fall, 2010, at least 95% of the crew members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.	PRT Results	Fall '2010, Command Fitness Leader	Immediately following Command PRT Cycle	Command Fitness Leader	Plan for efforts to improve performance on PRT	

## **Health Promotion Program Marketing Plan**

The purpose of the marketing efforts for the command's Health Promotion Program will be to ensure that all members of the crew are aware of the benefits of participation in the program activities, and will know what program activities are being offered, when and where.

As a result of the command assessment, we have determined that the majority of our command crew members are interested in learning more about Nutrition and Exercise. The results of the PRT and the Fleet & Marine Corps HRA results also indicate a need for program efforts to focus on nutrition and exercise.

Results of the online crew Interest Questionnaire indicated that the majority of crew preferred to obtain information via E-mail and one hour seminars held during the lunch hour or workday, on the ship. They also indicated that participating in challenges and receiving incentives were strong motivators for them to participate in program activities.

This information was used to develop the marketing messages and strategies for the command Health Promotion program.

Marketing methods to be used:

Posters, E-mail messages, Articles in POW, "Potty Trainers", Word of Mouth through Chain of command and HP Committee Members

Promotional Timelines:

All events and program activities will be initially announced 6 weeks prior to the date of the kick-off or event, then at 4, 3, 2, and one week prior with an All-hands E-mail sent 2 days prior, as a reminder.

Resources Needed:

Incentive items to encourage participation in events:

Crews into Shape Challenge- Water bottles (\$100.00)

Fruits & Veggies-More Matters Challenge Fruits & Veggies-More Matters Cookbooks (\$80.00)

Materials to make promotional posters for various program activities (\$50.00)

Evaluation of Marketing Efforts:

- 1) Participation numbers for all events will be taken and reported
- 2) Written evaluation of Crews into Shape and Fruits & Veggies-More Matters Challenges will be conducted to determine how participants found out about the event and level of satisfaction with the event

## Health Promotion Program Annual Budget

Total Number of Crew Members: 250

For the time period: 1 January 2010 to 31 December 2010

	<b>Resources needed</b>				
<b>Priority Area</b>	<b>Strategies Per Programming Level:</b>	<b>Resources Needed:</b>	<b>Source:</b>	<b>Funds Needed, if any per item:</b>	<b>Total Funds Needed:</b>
<b>Nutrition</b>	<b>Awareness:</b> Provide written material in program display rack in central area, POD Notes	Brochures and One-page handouts, POD Notes	Local MTF, NMCPHC website	N/C	
	<b>Education/Motivation:</b> Nutrition SME Speaker to present twice on Basic Nutrition and Fat & Cholesterol at Lunch 'n Learns	Nutrition SME	Local MTF or MWR staff	N/C	
		Fat Tube Models	Local MTF or MWR staff	N/C	
		1 # Fat Model	Local MTF or MWR staff	N/C	
		1 # Muscle Model	Local MTF or MWR staff	N/C	
		Arteries Model	Local MTF or MWR staff	N/C	
		Nutrition Video	Local MTF or MWR staff	N/C	
	<b>Intervention:</b> 4-week Crews into Shape Challenge	Water Bottles	Command Rec Committee to purchase from Produce for Better Health Catalog	\$100.00	\$100.00
		Pedometers	Local MWR	N/C	
		Fruit & Vegetables Tray w/ Dip	Command Rec Committee	\$25.00	\$25.00
<b>Exercise</b>	<b>Awareness:</b> Post various posters on exercise throughout the command in high traffic areas, POD	Posters on exercise	MWR, NMCPHC website	N/C	



	Notes				
	Provide : Provide written material in program display rack in central area, POD Notes	Brochures and One-page handouts, POD Notes	Local MTF, NMCPHC website	N/C	
	<b>Education/Motivation:</b> Exercise SME to present Lunch 'n Learn on exercise	SME Speaker for Exercise Lunch 'n Learn	Local MWR	N/C	
	<b>Intervention:</b> Weekly command-sponsored exercise sessions 3/week	CFL, Exercise tubes	Command funds to purchase exercise tubes from commercial vendor	\$200.00	\$200.00
<b>General Health Promotion</b>	Provide posters and handouts for command crew	Materials to print promotional posters/handouts for various program activities (paper, poster board, printer cartridge)	Command funds	\$50.00	\$50.00
					<b>Total Funds Needed \$375.00</b>

Enclosure D: Sample Annual Health Promotion Program Plan (Medical Treatment Facility)

Naval Medical Center Always Open  
Annual Health Promotion Program Plan  
1 January 2010-31 December 2010

**Vision Statement:** “We will lead the way in Navy and DoD Worksite Health Promotion.”

**Mission Statement:** “Ensure readiness through leadership in prevention of disease and promotion of total health.”

**Community Assessment Process:** A community assessment was conducted from September through December, 2010. Some of the data that was collected and analyzed included a demographic breakdown of the entire staff, completion of the Fleet & Marine Corps HRA to determine health behaviors, CHOW and Physical Activity Environmental Assessments, and an online Interest Questionnaire was completed using the Survey Monkey tool. In addition, DUI/DWI incidence rates, injury rates, and PRT pass/fail rates were collected for military personnel at the command.

**Program Priority Areas:** As a result of the community assessment process, the priority areas selected for the command HP program for Calendar Year 202010 are nutrition (healthy eating) and exercise. Many of the staff members (both military and civilian) are overweight and obese, based upon the self-reported Fleet & Marine Corps HRA responses (40% and 25% respectively) and the results from the last two PRT cycles (BFA failure rate of 8%). Further, responses on the Interest Questionnaire indicated a high interest level in obesity, nutrition and exercise.

**Goal Statements and Measurable Objectives:**

**Goal #1:** To improve the eating habits of the command staff.

**Process Objective #1:** By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.

**Process Objective #2:** By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

**Outcome Objective #1:** By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by staff responses on the HRA.

**Outcome Objective #2:** By 31 December, 2010, *no more than* 35% of the staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by staff responses on the HRA.

**Goal #2:** To improve the exercise habits of the command staff.

**Process Objective#1:** By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.

**Process Objective #2:** By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

Outcome Objective #1: By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by staff responses on the HRA.

Outcome Objective #2: By 31 December, 2010, at least 25% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by staff responses on the HRA.

Outcome Objective #3: By the Fall, 2010, at least 95% of the military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.

## Health Promotion Program Annual Calendar

Priority Area:	Awareness	Education/Motivation	Intervention
<b>Nutrition</b>	January through December 2010- Provide brochures and handouts throughout year for staff	March 2010- Lunch 'n Learn Seminar on Basic Nutrition	March 2010- Crews into Shape Challenge
		November 2010- Lunch 'n Learn Seminar on Fat & Cholesterol	September 2010- Fruits & Veggies-More Matters Challenge
<b>Exercise</b>	January through December 2010- Awareness Campaign	May 2010- Lunch 'n Learn Seminar on Exercise	March 2010- Crews into Shape Challenge
			January through December 2010- Command Instruction allowing time for physical activity 3/week

## Health Promotion Program Strategies and Action Steps

<b>Priority Area #1: Nutrition</b>				
<b>Program Goal:</b> To improve the eating habits of the command staff.				
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.				
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Basic Nutrition during March, National Nutrition Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>

<b>Determine best dates, time and location, based on responses on assessment; then reserve room, AV equipment, etc</b>	<b>December, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	
<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book room and AV</b>	<b>December, 2010</b>	<b>Nutrition SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among staff</b>	<b>January, February &amp; early March, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Staff members</b>	
<b>Confirm speaker, room, AV, and other items needed</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to staff</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	

<b>Conduct event</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, room, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Process evaluation tool</b>	
<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy:</b> Promote participation of staff in Crews into Shape Challenge				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to NMCPHC website, get Crews dates for 2010, read info regarding team leaders and participants</b>	<b>November 2010</b>	<b>HP Coordinator</b>	<b>NMCPHC website</b>	

<b>Promote Crews participation, recruit for team leaders</b>	<b>January &amp; February 2010</b>	<b>HP Coordinator</b>	<b>HP Coordinator and committee members, NMCPHC website, posters</b>	
<b>Plan Crews Kick-off event at command, identifying event, place, date &amp; time</b>	<b>January 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Place</b>	
<b>Conduct Kick-off event</b>	<b>March 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Items for event, incentives for participation</b>	
<b>Promote Crews during month, providing support throughout month</b>	<b>March 2010</b>	<b>Crews Team Leaders</b>		
<b>Gain feedback from participants via feedback from HP Committee members, get team rosters from NMCPHC Crews Coordinator</b>	<b>Early April 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders, Crews Team Rosters completing event</b>	

<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by staff responses on the HRA.				
<b>Strategy #1:</b> Promote participation of staff in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Conduct Fruits & Veggies-More Matters Challenge During September, National Fruits & Veggies-More Matters Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
Go to CDC and Produce for Better Health websites, download info for 2010 Fruits & Veggies-More Matters Month	1 June, 2010	HP Coordinator	CDC and Produce for Better Health websites, printer	
Promote Fruits & Veggies-More Matters Program & Challenge; have participants sign up to participate	Mid-August through week prior to event	HP Committee Members	Challenge tracking forms, POW, flyers, posters, Fruits & Veggies-More Matters materials	
Conduct Fruits & Veggies-More Matters Challenge, providing support activities during the challenge week	Week of Challenge, September 2010	HP Coordinator	Challenge tracking forms, handouts on fitting fruits & vegetables into diet	



<b>Gain feedback from participants and Committee members regarding Challenge event</b>	<b>Late September</b>	<b>Challenge participants, HP Committee Members, HP Coordinator</b>	<b>Written feedback forms, verbal comments from participants</b>	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, no more than 35% of the staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by staff responses on the HRA.				
<b>Strategy #1:</b> Conduct awareness campaign during November, National Cholesterol Awareness Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to NMCPHC HP Toolbox for materials</b>	<b>1 August, 2010</b>	<b>HP Coordinator</b>	<b>NMCPHC HP Toolbox website</b>	
<b>Go to NHLBI and AHA websites for information on National Cholesterol Awareness Month and fat in the diet</b>	<b>1 August, 2010</b>	<b>HP Coordinator</b>	<b>NHLBI and American Heart Assoc. websites</b>	
<b>Download posters, flyers and handouts on topic of fat and cholesterol and post around command and in POW</b>	<b>1 November, 2010</b>	<b>HP Committee Members, HP Coordinator</b>	<b>Printer, command PAO &amp; POW</b>	
<b>Strategy #2:</b> Provide a Lunch 'n Learn Seminar on Cholesterol and Fat in the Diet during November, National Cholesterol Awareness Month				

<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve room, AV equipment, etc</b>	<b>September, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	
<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book room and AV</b>	<b>September, 2010</b>	<b>Nutrition SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among staff</b>	<b>October &amp; early November, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Staff members</b>	
<b>Confirm speaker, room, AV, and other items needed</b>	<b>Mid-October</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to staff</b>	<b>Early November</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	

<b>Conduct event</b>	<b>Mid-November</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, room, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-November</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Process evaluation tool</b>	
<b>Priority Area #2: Exercise</b>				
<b>Program Goal:</b> To improve the exercise habits of the command staff.				
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.				
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve room, AV equipment, etc</b>	<b>February, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	

<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book room and AV</b>	<b>February, 2010</b>	<b>Exercise SME on HP Committee</b>	<b>Speaker and fee?</b>	
<b>Promote event among staff</b>	<b>March, April &amp; early May, 2010</b>	<b>Command PAO, HP Committee Members</b>	<b>Staff members</b>	
<b>Confirm speaker, room, AV, and other items needed</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to staff</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	
<b>Conduct event</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, room, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Written process evaluation tool</b>	

<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy #1:</b> Promote participation of staff in Crews into Shape Challenge (see above)				
<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by staff responses on the HRA.				
<b>Strategy #1:</b> Promote participation of staff in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				
<b>Strategy #3:</b> Provide Command HP Instruction that allows all staff (military and civilian) to participate in physical activity three times per week				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
Research regulations regarding work time used for physical activity	1 October 2010	HP Coordinator	BUMED, PERS, OPM websites	
Develop DRAFT of Command HP Instruction that follows guidelines from regulations	1 November 2010	HP Coordinator		
Circulate DRAFT HP Instruction and regulations among HP staff for review and comments	15 November 2010	HP Coordinator	E-mail	

Have military command instruction expert review DRAFT for proper format, etc.	15 December 2010	Command military command instruction expert	E-mail	
Brief chain of command regarding regulations and present DRAFT HP Instruction	30 January 2010	HP Coordinator	BOD meeting	
Circulate DRAFT HP Instruction throughout chain of command	31 March 2010	HP Coordinator	E-mail	
Finalize HP Instruction and submit through chain of command for CO Signature	30 April 2010	HP Coordinator	XO, CO staff	
Have Signed HP Instruction PDF'd, posted on command website and inform command of it's availability	Mid-May 2010	HP Support Staff, HP Coordinator	NMCPHC Intranet	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, at least 25% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by staff responses on the HRA.				
<b>Strategy #1:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				

<b>Strategy #2:</b> Provide Command HP Instruction that allows all staff (military and civilian) to participate in physical activity three times per week. (see above)
<b>Measurable Objective:</b> Outcome Objective #3: By the Fall, 2010, at least 95% of the military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.
<b>Strategy #1:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)
<b>Strategy #2:</b> Provide Command HP Instruction that allows all staff (military and civilian) to participate in physical activity three times per week. (see above)

## Health Promotion Program Evaluation Plan

<b>PROGRAM GOAL: Goal #1: To improve the eating habits of the command staff.</b>	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>
Process Objective #1: By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.	Seminar Sign-in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine participation rates	
Process Objective #2: By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	



Outcome Objective #1: By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by staff responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase fruit & vegetable consumption	
Outcome Objective #2: By 31 December, 2010, no more than 35% of the staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by staff responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to decrease fat consumption in diet	
<b>PROGRAM GOAL:</b> <b>Goal #2:</b> To improve the exercise habits of the command staff.	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>

Process Objective #1: By 31 December, 2010, at least 50% of the staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.	Seminar Sign-in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine HP program participation rates	
Process Objective #2: By 30 March, 2010, at least 25% of the staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	
Outcome Objective #1: By 31 December, 2010, at least 40% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by staff	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase non-stop vigorous aerobic activity	

responses on the HRA.						
Outcome Objective #2: By 31 December, 2010, at least 25% of the staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by staff responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase strength training	
Outcome Objective #3: By the Fall, 2010, at least 95% of the military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.	PRT Results	Fall '2010, Command Fitness Leader	Immediately following Command PRT Cycle	Command Fitness Leader	Plan for efforts to improve performance on PRT	

## **Health Promotion Program Marketing Plan**

The purpose of the marketing efforts for the command's Health Promotion Program will be to ensure that all members of the command are aware of the benefits of participation in the program activities, and will know what program activities are being offered, when and where.

As a result of the command assessment, we have determined that the majority of our command staff members are interested in learning more about Nutrition and Exercise. The results of the PRT for the military members and the Fleet & Marine Corps HRA results also indicate a need for program efforts to focus on obesity, nutrition and exercise.

Results of the online staff Interest Questionnaire indicated that the majority of staff preferred to obtain information via E-mail and one hour seminars held during the lunch hour or workday, at the worksite. They also indicated that participating in challenges and receiving incentives were strong motivators for them to participate in program activities.

This information was used to develop the marketing messages and strategies for the command Health Promotion program.

Marketing methods to be used:

Posters, E-mail messages, Articles in POW, "Potty Trainers", Word of Mouth through Chain of command and HP Committee Members

Promotional Timelines:

All events and program activities will be initially announced 6 weeks prior to the date of the kick-off or event, then at 4, 3, 2, and one week prior with an All-hands E-mail sent 2 days prior, as a reminder.

Resources Needed:

Incentive items to encourage participation in events:

Crews into Shape Challenge- Water bottles (\$100.00)

Fruits & Veggies-More Matters Challenge- Fruits & Veggies-More Matters Cookbooks (\$80.00)

Materials to make promotional posters for various program activities (\$50.00)

Evaluation of Marketing Efforts:

- 3) Participation numbers for all events will be taken and reported
- 4) Written evaluation of Crews into Shape and Fruits & Veggies-More Matters Challenges will be conducted to determine how participants found out about the event and level of satisfaction with the event

## Health Promotion Program Annual Budget

Total Number of Staff Members: 250

For the time period: 1 January 2010 to 31 December 2010

Priority Area	Resources needed			Funds Needed, if any per item:	Total Funds Needed:
	Strategies Per Programming Level:	Resources Needed:	Source:		
<b>Nutrition</b>	<b>Awareness:</b> Provide written material in program display rack in central area, POD Notes	Brochures and One-page handouts, POD Notes	Command HP funds to purchase from commercial vendor, NMCPHC website	\$200.00	\$200.00
	<b>Education/Motivation:</b> Nutrition SME Speaker to present twice on Basic Nutrition and Fat & Cholesterol at Lunch 'n Learns	Nutrition SME	Command staff	N/C	
		Fat Tube Models	Command HP funds to purchase from commercial vendor	\$90.00	\$90.00
		1 # Fat Model	Command HP funds to purchase from commercial vendor	\$14.00	\$14.00
		1 # Muscle Model	Command HP funds to purchase from commercial vendor	\$19.00	\$19.00
		Arteries Model	Command HP funds to purchase from commercial vendor	\$24.00	\$24.00
		Nutrition Video	Command HP funds to purchase from commercial vendor	\$200.00	\$200.00
	<b>Intervention:</b> 4-week Crews into Shape Challenge	Water Bottles	Command QOL Committee fund raiser to purchase from Produce for Better Health Catalog	\$100.00	\$100.00
		Pedometers	Local MWR	N/C	
		Fruit & Vegetables Tray w/ Dip	Command QOL Committee fund raiser	\$25.00	\$25.00

		Fruit & Veggies- More Matters Cookbooks	Command QOL Committee fund raiser	\$80.00	\$80.00
<b>Exercise</b>	<b>Awareness:</b> Post various posters on exercise throughout the command in high traffic areas, POD Notes	Posters on exercise	Command funds to purchase from commercial vendor, MWR	\$200.00	\$200.00
	Provide : Provide written material in program display rack in central area, POD Notes	Brochures and One-page handouts, POD Notes	Command SMEs, Command funds to purchase from commercial vendor	\$125.00	\$125.00
	<b>Education/Motivation:</b> Exercise SME to present Lunch 'n Learn on exercise	SME Speaker for Exercise Lunch 'n Learn	Command SME or Local MWR	N/C	
	<b>Intervention:</b> Weekly command-sponsored exercise sessions 3/week	CFL, Exercise tubes	Command funds to purchase exercise tubes from commercial vendor	\$200.00	\$200.00
<b>General Health Promotion</b>	Provide posters and handouts for command staff	Materials to print promotional posters/handouts for various program activities (paper, poster board, printer cartridge)	Command funds	\$50.00	\$50.00
					<b>Total Funds : Needed \$1327.00</b>

Enclosure E: Sample Annual Health Promotion Program Plan (Reserve Command)

Naval Operational Support Center (NOSC) Anywhere, USA  
Annual Health Promotion Program Plan  
1 January 2010-31 December 2010

**Vision Statement:** “We will lead the way in Naval Reserve Readiness.”

**Mission Statement:** “Ensure readiness through leadership in prevention of disease and promotion of health.”

**Community Assessment Process:** A community assessment was conducted from September through December, 202010. Some of the data that was collected and analyzed included a demographic breakdown of the entire command staff, completion of the Fleet & Marine Corps HRA to determine health behaviors, CHOW and Physical Activity Environmental Assessments, and an online Interest Questionnaire was completed using the Survey Monkey tool. In addition, DUI/DWI incidence rates, injury rates, and PRT pass/fail rates were collected for all military members at the command.

**Program Priority Areas:** As a result of the community assessment process, the priority areas selected for the command HP program for Calendar Year 2010 are nutrition (healthy eating) and exercise. Based upon the last two PRT cycles, many of the command military members are overweight and/or obese, (BFA failure rates of 8 and 9% respectively). Further, responses on the Interest Questionnaire indicated a high interest level in nutrition and exercise.

**Goal Statements and Measurable Objectives:**

Goal #1: To improve the eating habits of all NOSC command staff.

Process Objective #1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.

Process Objective #2: By 30 March, 2010, at least 25% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

Outcome Objective #1: By 31 December, 2010, at least 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by responses on the HRA.

Outcome Objective #2: By 31 December, 2010, *no more than* 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by responses on the HRA.

Goal #2: To improve the exercise habits of the crew.

Process Objective#1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.

Process Objective #2: By 30 March, 2010, at least 15% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.

Outcome Objective #1: By 31 December, 2010, at least 60% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by responses on the HRA.

Outcome Objective #2: By 31 December, 2010, at least 40% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by responses on the HRA.

Outcome Objective #3: By the Fall, 2010, at least 95% of the NOSC military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.



## Health Promotion Program Annual Calendar

Priority Area:	Awareness	Education/Motivation	Intervention
<b>Nutrition</b>	January through December 2010- Provide brochures and handouts throughout year for NOSC staff	March 2010- Lunch 'n Learn Seminar on Basic Nutrition	March 2010- Crews into Shape Challenge
		November 2010- Lunch 'n Learn Seminar on Fat & Cholesterol	September 2010- Fruits & Veggies-More Matters Challenge
<b>Exercise</b>	January through December 2010- Awareness Campaign	May 2010- Lunch 'n Learn Seminar on Exercise	March 2010- Crews into Shape Challenge
			January through December 2010- Command will encourage command leaders to give all NOSC staff the opportunity to exercise during work day 3/week

## Health Promotion Program Strategies and Action Steps

<b>Priority Area #1: Nutrition</b>
<b>Program Goal:</b> To improve the eating habits of the NOSC staff.
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Basic Nutrition during March, National Nutrition Month

<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve space, AV equipment, etc</b>	<b>December, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	
<b>Research local resources for possible speaker, &amp; dates avail; then confirm date &amp; book space and AV equipment</b>	<b>December, 2010</b>	<b>HP Committee Member</b>	<b>Speaker</b>	
<b>Promote event among staff</b>	<b>January, February &amp; early March, 2010</b>	<b>Command Leadership, HP Committee Members</b>	<b>NOSC staff members</b>	
<b>Confirm speaker, space, AV, and other items needed</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to staff</b>	<b>Early March</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	

<b>Conduct event</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Speaker, other presentation items, brochures, space, A V equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee members</b>	<b>Mid-March</b>	<b>HP Coordinator &amp; HP Committee</b>	<b>Process evaluation tool</b>	
<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 15% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy:</b> Promote participation of staff in Crews into Shape Challenge				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to NMCPHC website, get Crews dates for 2010, read info regarding team leaders and participants</b>	<b>November 2010</b>	<b>HP Coordinator</b>	<b>NMCPHC website</b>	
<b>Promote Crews participation, recruit for team leaders</b>	<b>January &amp; February 2010</b>	<b>HP Coordinator</b>	<b>HP Coordinator and committee members, NEHC website, posters</b>	

<b>Plan Crews Kick-off event at command, identifying event, place, date &amp; time</b>	<b>January 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Place</b>	
<b>Conduct Kick-off event</b>	<b>March 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>Items for event, incentives for participation</b>	
<b>Promote Crews during month, providing support throughout month</b>	<b>March 2010</b>	<b>Crews Team Leaders</b>		
<b>Gain feedback from participants via feedback from HP Committee members, get team rosters from NMCPHC Crews Coordinator</b>	<b>Early April 2010</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders</b>	<b>HP Coordinator, committee members &amp; Crews Team Leaders, Crews Team Rosters completing event</b>	
<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by responses on the HRA.				
<b>Strategy #1:</b> Promote participation of crew in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Conduct a Fruits & Veggies-More Matters Challenge During September, National Fruits & Veggies-More Matters Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>

<b>Go to CDC and Produce for Better Health websites, download info for 202010 Fruits &amp; Veggies-More Matters Month</b>	<b>1 June, 2010</b>	<b>HP Coordinator</b>	<b>CDC and Produce for Better Health websites, printer</b>	
<b>Promote Fruits &amp; Veggies-More Matters Program &amp; Challenge; have participants sign up to participate</b>	<b>Mid-August through week prior to event</b>	<b>HP Committee Members</b>	<b>Challenge tracking forms, POM, flyers, posters, Fruits &amp; Veggies-More Matters materials</b>	
<b>Conduct Fruits &amp; Veggies-More Matters Challenge, providing support activities during the challenge week</b>	<b>Week of Challenge, September 2010</b>	<b>HP Coordinator</b>	<b>Challenge tracking forms, handouts on fitting fruits &amp; vegetables into diet</b>	
<b>Gain feedback from participants and Committee members regarding Challenge event</b>	<b>Late September</b>	<b>Challenge participants, HP Committee Members, HP Coordinator</b>	<b>Written feedback forms, verbal comments from participants</b>	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, <i>no more than</i> 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by responses on the HRA.				

<b>Strategy #1: Conduct awareness campaign during November, National Cholesterol Awareness Month</b>				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Go to NMCPHC HP Toolbox for materials</b>	<b>1 August, 2010</b>	<b>HP Coordinator</b>	<b>NMCPHC HP Toolbox website</b>	
<b>Go to NHLBI and AHA websites for information on National Cholesterol Awareness Month and fat in the diet</b>	<b>1 August, 2010</b>	<b>HP Coordinator</b>	<b>NHLBI and American Heart Assoc. websites</b>	
<b>Download posters, flyers and handouts on topic of fat and cholesterol and post around command and in POM</b>	<b>1 November, 2010</b>	<b>HP Committee Members, HP Coordinator</b>	<b>Printer &amp; POM</b>	
<b>Strategy #2: Provide a Lunch 'n Learn Seminar on Cholesterol and Fat in the Diet during November, National Cholesterol Awareness Month</b>				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
<b>Determine best dates, time and location, based on responses on assessment; then reserve space, AV equipment, etc</b>	<b>September, 2010</b>	<b>HP Coordinator</b>	<b>Room, AV equipment, speaker</b>	

<b>Research local resources for possible speaker, determine speaker fee, if any &amp; dates avail; then confirm date &amp; book space and A V equipment</b>	<b>September, 2010</b>	<b>HP Committee Members</b>	<b>Speaker</b>	
<b>Promote event among crew</b>	<b>October &amp; early November, 2010</b>	<b>HP Committee Members</b>	<b>Crew members</b>	
<b>Confirm speaker, space, A V, and other items needed</b>	<b>Mid-October</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to crew</b>	<b>Early November</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	
<b>Conduct event</b>	<b>Mid-November</b>	<b>HP Coordinator &amp; HP Committee Members</b>	<b>Speaker, other presentation items, brochures, space, A V equipment, sign-in sheets &amp; pens</b>	

Gain feedback from participants via process evaluation tool; and from HP Committee members	Mid-November	HP Coordinator & HP Committee Members	Process evaluation tool	
<b>Priority Area #2: Exercise</b>				
<b>Program Goal:</b> To improve the exercise habits of the NOSC staff.				
<b>Measurable Objective:</b> Process Objective #1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.				
<b>Strategy:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month				
<b>Action Steps:</b>	<b>Date to be Completed:</b>	<b>Person Responsible:</b>	<b>Resources Needed:</b>	<b>Documentation of Results:</b>
Determine best dates, time and location, based on responses on assessment; then reserve space, AV equipment, etc	February, 2010	HP Coordinator	Room, AV equipment, speaker	
Research local resources for possible speaker, & dates avail; then confirm date & book space and AV	February, 2010	HP Committee Members	Speaker	
Promote event among staff	March, April & early May, 2010	Command Leaders, HP Committee Members	Staff members	



<b>Confirm speaker, space, AV, and other items needed</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>none</b>	
<b>Send reminders to staff</b>	<b>Early May</b>	<b>HP Coordinator</b>	<b>Staff E-mail, posters</b>	
<b>Conduct event</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee Members</b>	<b>Speaker, other presentation items, brochures, room, AV equipment, sign-in sheets &amp; pens</b>	
<b>Gain feedback from participants via process evaluation tool; and from HP Committee Members</b>	<b>Mid-May</b>	<b>HP Coordinator &amp; HP Committee Members</b>	<b>Written process evaluation tool</b>	
<b>Measurable Objective:</b> Process Objective #2: By 30 March, 2010, at least 25% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.				
<b>Strategy #1:</b> Promote participation of crew members in Crews into Shape Challenge (see above)				
<b>Measurable Objective:</b> Outcome Objective #1: By 31 December, 2010, at least 60% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by responses on the HRA.				
<b>Strategy #1:</b> Promote participation of staff in Crews into Shape Challenge (see above)				
<b>Strategy #2:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				
<b>Strategy #3:</b> Encourage command leaders to give all staff the opportunity to exercise during work day 3/week.				

Action Steps:	Date to be Completed:	Person Responsible:	Resources Needed:	Documentation of Results:
Ensure Command HP Instruction follows guidelines from OPNAV instruction regarding exercise opportunities 3/week during work day.	1 October 2010	HP Coordinator	NAVPERS website, current OPNAV Instruction	
Brief chain of command regarding regulation and encourage leadership to support Instruction	30 January 2010	HP Coordinator	Command leader meeting	
<b>Measurable Objective:</b> Outcome Objective #2: By 31 December, 2010, at least 40% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by responses on the HRA.				
<b>Strategy #1:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				
<b>Strategy #2:</b> Encourage command leaders to give all staff the opportunity to exercise during work day 3/week (see above)				
<b>Measurable Objective:</b> Outcome Objective #3: By the Fall, 2010, at least 95% of the NOSC military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 202010 PRT.				
<b>Strategy #1:</b> Provide a Lunch 'n Learn Seminar on Exercise during May, National Physical Activity Month (see above)				
<b>Strategy #2:</b> Provide Command HP Instruction that allows all staff (military and civilian) to participate in physical activity three times per week (see above)				

## Health Promotion Program Evaluation Plan

<b>PROGRAM GOAL: Goal #1: To improve the eating habits of the NOSC staff</b>	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>
Process Objective #1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Nutrition, as evidenced by the seminar sign-in sheets.	Seminar Sign- in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine participation rates	
Process Objective #2: By 30 March, 2010, at least 15% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	

Outcome Objective #1: By 31 December, 2010, at least 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating at least 5 fruits & vegetables each day, as evidenced by responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase fruit & vegetable consumption	
Outcome Objective #2: By 31 December, 2010, <i>no more than</i> 30% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are eating high fat foods at least once a day, as evidenced by responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to decrease fat consumption in diet	
<b>PROGRAM GOAL:</b> <b>Goal #2:</b> To improve the exercise habits of the NOSC staff	<b>SOURCE OR TYPE OF DATA</b>	<b>WHEN DATA WILL BE COLLECTED &amp; BY WHOM</b>	<b>WHEN ANALYZED</b>	<b>WHO WILL ANALYZE</b>	<b>HOW RESULTS WILL BE USED</b>	<b>REPORT OF RESULTS</b>

Process Objective #1: By 31 December, 2010, at least 50% of the NOSC staff will have attended at least one seminar on Exercise, as evidenced by the seminar sign-in sheets.	Seminar Sign-in Sheets	At the conclusion of the seminar, training staff	Within one week of seminar	HP Coordinator	Determine HP program participation rates	
Process Objective #2: By 30 March, 2010, at least 25% of the NOSC staff will have participated in the Crews into Shape Challenge, as evidenced by the Crews team rosters.	Team rosters	At the conclusion of the Crews Challenge, HP Coordinator	Within one week of conclusion of Crews Challenge	NMCPHC Crews Coordinator	Plan next year's promotional efforts to increase participation rates	
Outcome Objective #1: By 31 December, 2010, at least 60% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of non-stop vigorous aerobic activity at least 3 days per week, as evidenced by responses on the	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase non-stop vigorous aerobic activity	

HRA.						
Outcome Objective #2: By 31 December, 2010, at least 40% of the NOSC staff completing the Fleet & Marine Corps HRA will report that they are participating in at least 20 minutes of strength training exercise at least twice per week, as evidenced by responses on the HRA.	Fleet & Marine Corps HRA Commander's Report	31 Dec., 2010, HRA Command Administrator	By 31 Dec., 2010	Done online	Plan for future HP program efforts to increase strength training	
Outcome Objective #3: By the Fall, 2010, at least 95% of the NOSC military members at the command will score at least satisfactory on all performance measures of the PRT, as evidenced by scores on the Fall 2010 PRT.	PRT Results	Fall '2010, Command Fitness Leader	Immediately following Command PRT Cycle	Command Fitness Leader	Plan for efforts to improve performance on PRT	

## **Health Promotion Program Marketing Plan**

The purpose of the marketing efforts for the command's Health Promotion Program will be to ensure that all members of the NOSC staff are aware of the benefits of participation in the program activities, and will know what program activities are being offered, when and where.

As a result of the command assessment, we have determined that the majority of our command staff members are interested in learning more about Nutrition and Exercise. The results of the PRT and the Fleet & Marine Corps HRA results also indicate a need for program efforts to focus on nutrition and exercise.

Results of the online staff Interest Questionnaire indicated that the majority of staff preferred to obtain information via E-mail and one hour seminars held during the lunch hour on drill weekends, at the NOSC. They also indicated that participating in challenges and receiving incentives were strong motivators for them to participate in program activities.

This information was used to develop the marketing messages and strategies for the command Health Promotion program.

Marketing methods to be used:

Posters, E-mail messages, Articles in POM, "Potty Trainers", Word of Mouth through Chain of command and HP Committee Members

Promotional Timelines:

All events and program activities will be initially announced 2 months prior to the date of the kick-off or event, then at one month and 2 weeks prior with an All-hands E-mail sent one week prior, as a reminder.

Resources Needed:

Incentive items to encourage participation in events:

Crews into Shape Challenge- Water bottles (\$50.00)

Fruits & Veggies-More Matters Challenge- Fruits & Veggies-More Matters Cookbooks (\$30.00)

Materials to make promotional posters for various program activities (\$20.00)

Evaluation of Marketing Efforts:

- 5) Participation numbers for all events will be taken and reported
- 6) Written evaluation of Crews into Shape and Fruits & Veggies-More Matters Challenges will be conducted to determine how participants found out about the event and level of satisfaction with the event

## Health Promotion Program Annual Budget

Total Number of Personnel: 100

For the time period: 1 January 2010 to 31 December 2010

Priority Area	Resources needed			Funds Needed, if any per item:	Total Funds Needed:
	Strategies Per Programming Level:	Resources Needed:	Source:		
<b>Nutrition</b>	<b>Awareness:</b> Provide written material in program display rack in central area, POM Notes	Brochures and One-page handouts, POM Notes	NMCPHC website	N/C	
	<b>Education/Motivation:</b> Nutrition SME Speaker to present twice on Basic Nutrition and Fat & Cholesterol at Lunch 'n Learns	Nutrition SME	Command SME, local MTF or local hospital	N/C	
		Fat Tube Models	Local MTF or local hospital	N/C	
		1 # Fat Model	Local MTF or local hospital	N/C	
		1 # Muscle Model	Local MTF or local hospital	N/C	
		Arteries Model	Local MTF or local hospital	N/C	
		Nutrition Video	Local MTF or local hospital	N/C	
	<b>Intervention:</b> 4-week Crews into Shape Challenge	Water Bottles	Command Rec Committee fund raiser to purchase from Produce for Better Health Catalog	\$50.00	\$50.00
		Fruit & Vegetables Tray w/ Dip	Command Rec Committee fund raiser	\$25.00	\$25.00
<b>Exercise</b>	<b>Awareness:</b> Post various posters on exercise throughout the command in high traffic areas	Posters on exercise	MWR, NMCPHC website	N/C	



	Provide : Provide written material in program display rack in central area, POM Notes	Brochures and One-page handouts, POM Notes	MWR, NMCPHC website	N/C	
	<b>Education/Motivation:</b> Exercise SME to present Lunch 'n Learn on exercise	SME Speaker for Exercise Lunch 'n Learn	Command CFL	N/C	
	<b>Intervention:</b> Promotion of personal exercise sessions 3/week; demonstration of use of exercise tubes	CFL, Exercise tubes	Command funds to purchase exercise tubes from commercial vendor	\$100.00	\$100.00
<b>General Health Promotion</b>	Provide posters and handouts for command personnel	Materials to print promotional posters/handouts for various program activities (paper, poster board, printer cartridge)	Command funds	\$30.00	\$30.00
					<b>Total Funds Needed \$205.00</b>